

Popular Appliance Dealer Celebrates First Anniversary

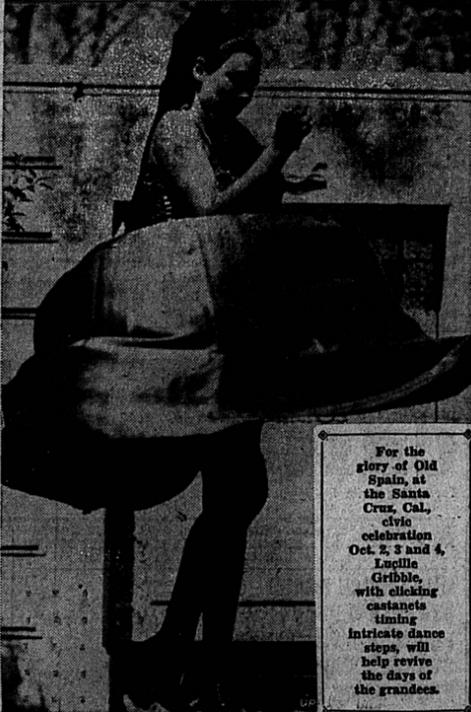


HARRY M. ABRAMSON
Owner-manager of the National Home Appliance Company, 1318 Sartori avenue, who is celebrating this week his first year of business in Torrance. The sale embraces many items some of which are mentioned on page 8-B.

One year ago this month Harry Abramson opened the National Home Appliance Company at 1318 Sartori. Since then he has undergone a series of expansions that today have produced a store with a stock more than triple the original outlay. Selling nationally advertised merchandise such as Electrolux refrigerators, Gaffers & Sattler, Tappan, and Universal gas ranges, Zenith, Philco, Packard-Bell and Tiffany Tone radios, and a host of other well known home furnishing items, Mr. Abramson has done much to further home modernization in Torrance.

In view of his first anniversary, Mr. Abramson is holding this week an Anniversary Sale. Many fine bargains are being offered, and exceptionally large trade-in allowances are being made on old washing machines and old gas ranges on any of the new washers and ranges he has to sell. To his many friends and customers Mr. Abramson wishes to express his appreciation for their patronage and support through his first year of business in this city. He plans even greater expansion for the coming year and looks forward to general increased commercial development in this community.

A Gay Senorita



For the glory of Old Spain, at the Santa Cruz, Cal., civic celebration Oct. 2, 3 and 4, Lucille Gribble, with clicking castanets timing intricate dance steps, will help revive the days of the grandees.

You Can Spot Success By Its Appearance

Men who succeed look the part. They know the value of appearance.

CAN YOU AFFORD TO OVERLOOK THIS POINT AT PRICES LIKE THESE?

- Suits, 3 for\$1.00
- Hats50c
- Overcoats50c
- Slacks25c

(Women's Apparel At Similar Rates)

PIPER'S Cleaners

1344 Post
Phone
370-J

1937 Prices—Today

- '35 FORD, 5-Window Coupe; Special paint; see this\$525
- '34 PLYMOUTH, 2-door Sedan\$465
- '33 MASTER CHEV. Cpe; side mounts; very nice\$395
- '29 CHRYSLER 65 Sedan; wonderful family car\$195
- '29 PONTIAC Special; 6-Wh. Coach\$165

See **BILL WILLIAMS**
at Lot 1416 Cabrillo, Torrance
For LARGE DISCOUNT ON
NEW DODGES
While They Last

Chet Rodgers Motors
1416 Cabrillo Torrance

Hospital Notes

Carmelita DeSimone, 524 So. Catalina, Redondo Beach, entered September 24 for medical treatment.

Frances Kennedy, 1361 Lagoon avenue, Wilmington, underwent an operation September 26.

Ray Olsen, 15815 Brighton, Gardena, underwent an appendix operation September 27.

S. J. Workman, 726 Main street, Long Beach, is being treated for a severe cut on one arm, which required a great number of stitches to close. Workman, an employee of the Conley Table Company, came in contact with a power saw which ripped a long gash in his forearm.

Ben Yasamura, 17-year-old Japanese boy who attempted suicide by drinking acid, had improved to such an extent that he was removed to his home Sunday.

Miss Adelaide Donovan, 411 So. Francisco, Redondo Beach, entered Sept. 28 for an operation.

Mrs. Anna Pegors, 1723 Martina, underwent an operation Sept. 29.

Mrs. Mary Zuffite, of Moneta, entered Sept. 28 for an operation.

Births

To Mr. and Mrs. Robert Myers, 930-A Arlington, a boy, on September 26.

To Mr. and Mrs. Jack L. Murray, 2338 247th street, Lomita, a

Aid For Harbor Sought In 1850

The first formal move made by the people of Los Angeles and Los Angeles county to obtain federal aid to build San Pedro harbor was in 1850, it was disclosed by workers on the historical records survey division of the Federal Writers' Projects, WPA, according to Hugh Harlan, supervisor. Every prominent man in the pueblo and county signed the memorial that was sent to Senator Benton of Missouri. Father-in-law of Gen. John C. Fremont, and most friendly to California, he promised to see it thru Congress. The petition was in the quaint longhand of the period. It emphasized urgent need for the harbor, stating the Mormon colony in Utah wanted a nearby port of entry which they could use to bring in large consignments of food supplies from the east.

Students to Be "No" Men BERKELEY, Calif. (U.P.)— "No, No, A Thousand Times No," will be the battle cry of all serious-minded male students at the University of California this year. President Sprout told them the world is tired of "yes" men.

boy, September 24. Mr. Murray is manager of the Daniels Cafe in Lomita.

To Mr. and Mrs. Gerald Edwards, 707 So. Elena, Redondo Beach, a boy, Sept. 30.

ADVERTISING IS NOT AN EXPENSE

It Is a Profit-Builder. When Placed In the

TORRANCE HERALD

and

Tri-City Shopping News

Read what a few Large Companies have to say

GENERAL MOTORS SAYS:

"We invested \$40,000,000 in newspaper advertising during the past four years. It made sales of \$4,000,000,000 with net profits exceeding \$400,000,000."

PETER MICHELSON OF THE BANK OF AMERICA

"Banks, like industry, are coming out of the depression through the use of printers' ink."

W. H. KELLOGG, PRESIDENT, KELLOGG CEREAL COMPANY

"The newspaper has been the backbone in our advertising field. The results have proved to us their value as prosperity builders."

JAY GOULD, PRESIDENT, BEST FOODS, INC.

"Newspaper advertising increased the sales of our company twenty per cent."

C. H. CHESTER, PRESIDENT, GENERAL FOODS CORPORATION

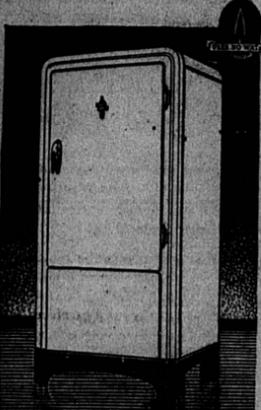
"We are advertising our way out of the depression."

Dozens of Other Important and Successful Firms Have Made Similar Statements

IT HAS HELPED THEIR BUSINESS
It Will Help YOURS!

Another Great SAVING!

10% Off On All Floor Demonstrator Models
ELECTROLUX



Now the Great **ELECTROLUX** THE SERVEL Gas Refrigerator

It doesn't sound possible but it's true! All Electrolux floor demonstrator models are now on sale at 10% off the regular price. Brand new models they are, too, with the Exclusive **ELECTROLUX** silence, long life, and low operation costs. For complete refrigerator satisfaction own an **ELECTROLUX!**

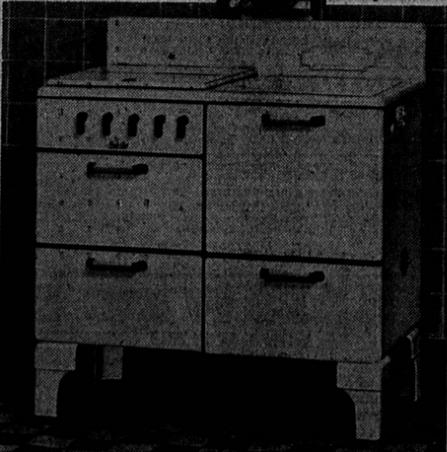
Now You Can Buy An . . .
ELECTROLUX
FOR AS LITTLE AS

Attractive terms now available on a special combination offer of an **ELECTROLUX** and a Modern **GAS RANGE**. Ask us about it, and modernize your entire kitchen.
\$4²⁹
Per Mo.

MAGIC CHEF

Clock Controlled Gas Range offers you a Saving of . . .

\$40⁹⁵ **\$5⁰⁰**
DOWN
Small Monthly Payments



MODEL ABOVE
REGULAR PRICE\$139⁵⁰
LESS \$30.00 "FREE GIFT" of Grayson Clock30⁰⁰
.....\$109⁵⁰
LESS 10% for Old Range.....10⁹⁵

See this Model **YOU** Today! **PAY**\$98⁵⁵

Torrance Plumbing Company
1418 Marcelina Ave. F. L. Parks, Prop. Phone 60